## **ORDER**

Orders	Order / Rev:	115549		
	Alt Order #:	06920963		LID
	Product Desc:	M.A.I.G.		HD
	Estimate:			KSNV
	Flight Dates:	04/13/13 - 04/14/13	Primary AE:	Amy McCreary
	Original Date / Rev:	04/12/13 / 04/12/13	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Public Affairs Engagement (PAE)		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Attn: Donna McGinnis	Billing Cycle:	EOM/EOC
		Marietta, GA 30064	Agency Commission:	15%
Advertiser	Name:	Mayors Against Illegal Guns (MAIG)		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Start Date	
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Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/13	04/14/13	17	\$12,950.00	\$11,007.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
April 2013	17	\$12,950.00	\$11,007.50	0.00
Totals	17	\$12,950.00	\$11,007.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	38%	\$12,950.00
Market	100%	\$34,078.95

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	40%	\$13,631.58
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	13%	\$4,430.26
KTUD	1%	\$340.79
KVVU	6%	\$2,044.74
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$681.58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	s Amount
E 1	KSNV	04/13/13	04/13/13	Nevada Newsmak	ers - CCEM	5:00- 6:00am	S-	:30 1	\$1,650.001	0.00 NM	1 \$1,650.00
				Nevada Newsmak	ers - Ch.3						
	NV NEV	<b>VSMAKER</b>	S								
	Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				
V	/eek: 04/0	08/13 (	04/14/13	S-	1	\$1,650.00	0.00				

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Order / Rev: 115549 Advertiser: Mayors Against Illegal Guns (MAIG)

Alt Order #: 06920963 Product Desc: M.A.I.G. KSNV

Flight Dates: 04/13/13 - 04/14/13 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	6	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amou	nt
E 1 KSNV	04/13/1	3 04/13/13	Nevada Newsmal		5:00- 6:00am		S-	:30	1	\$1,650.001	0.00 NM	1	\$1,650	.00
NV NEW	/SMAKE	RS	Nevada Newsma	kers - Ch.3										
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13 3 04/13/13	News 3 Sunrise -	SATUR:M	\$1,650.00 6a-7a	0.00	S-	:30	1	\$500.003	0.00 NM	1	\$500	.00
	0 1, 10, 11	0 0 1, 10, 10	News 3 Sunrise S		04.4			.00	•	Ψοσοίσσο	0.00		Ų O	
NEWS Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13	S-	1	\$500.00	0.00								
E 3 KSNV	04/13/1	3 04/13/13	Saturday Today Saturday Today	CM	7a-9am		S-	:30	1	\$700.001	0.00 NM	1	\$700	.00
SAT TO	DAY		Saturday roday											
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13 3 04/13/13	News 3 Today - S	ATUR <b>I</b>	\$700.00 9am-930am	0.00	S-	:30	1	\$600.003	0.00 NM	1	\$600	.00
	0 17 107 1	0 0 17 107 10	News 3 Today - S		odin ooddin			.00	•	φοσο.σσσ	0.00 14111	•	φοσσ	.00
NEWS Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13	S-	<u>30013/Week</u>	\$600.00	0.00								
E 5 KSNV	04/13/1	3 04/13/13	Sa-Su Early News		5pm-630pm		S-	:30	1	\$600.001	0.00 NM	1	\$600	.00
NEWS			Sa-Su Early New	'S										
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13	S- Wknd Jeopardy	CM	\$600.00 630-7pm	0.00	S-	:30	1	\$500.003	0.00 NM	1	\$500	00
	0-7/10/1	5 0 <del>1</del> /15/15	SAT/Jeopardy	OW	000 7 pm		3	.50	'	ψ500.005	0.00 14101		ψοσο	.00
JEP	t Date	End Date	<u>Weekdays</u>	Spots/Week	Poto	Rating								
Week: 04/0		04/14/13	S-	<u>3pots/week</u>	Rate \$500.00	0.00								
E 7 KSNV	04/13/1	3 04/13/13	Wknd Wheel of F		7-730pm		S-	:30	1	\$500.003	0.00 NM	1	\$500	.00
WHEEL			SAT/ Wheel of Fo	ortune										
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13 3 04/13/13	S- To the Point - PM	1 CM	\$500.00 730-758pm	0.00	S-	:30	1	\$400.001	0.00 NM	1	\$400	00
		0 0 17 107 10	To the Point	O.V.	700 700piii			.00	•	Ψ 100.00 1	0.00 14111	•	ψ100	.00
TO THE	POINT t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13	S-	1	\$400.00	0.00								
E 9 KSNV	04/13/1	3 04/13/13	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135pr	m	S-	:30	1	\$1,300.001	0.00 NM	1	\$1,300	.00
NEWS			Sa-Su News 3 at	Eleven										
	t Date	End Date	Weekdays S-	Spots/Week	<u>Rate</u>	Rating								
Week: 04/0 E 10 KSNV		04/14/13 3 04/14/13	News 3 Sunrise -		\$1,300.00 6a-7a	0.00	-S	:30	1	\$700.001	0.00 NM	1	\$700	.00
			News 3 Sunrise S							,			•	
NEWS Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating								
Week: 04/0		04/14/13	S	1	\$700.00	0.00								
E11 KSNV	04/14/1	3 04/14/13	Sunday Today	CM	7a-8am		-S	:30	1	\$700.003	0.00 NM	1	\$700	.00
SUN TO	DAY		Sunday Today											
· · · · · · · · · · · · · · · · · · ·	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 04/0 E 12 KSNV		04/14/13 3 04/14/13	S Meet the Press	CM	\$700.00 8a-9am	0.00	-5	:30	1	\$1,300.003	0.00 NM	1	\$1,300	00
	J 1/ 1-7/ 1-	, i⊣, i∪	Meet the Press	Civi	Ju Juiii		5	.50	'	Ţ1,000.000	0.00 INIVI	'	ψ1,000	.00
MTP	t Data	End Data	Maekdaya	SnotaMaak	Data	Pating								
Week: 04/0	<u>t Date</u> )8/13	End Date 04/14/13	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,300.00	Rating 0.00								
E 13 KSNV	04/14/1	3 04/14/13		СМ	9a-930am		-S	:30	1	\$600.003	0.00 NM	1	\$600	.00

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**KSNV** 

Order / Rev: 115549 Advertiser:

Mayors Against Illegal Guns (MAIG)

Alt Order #: 06920963 Product Desc: M.A.I.G.

Flight Dates:

04/13/13 - 04/14/13

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			News 3 Today W News 3 Today	kna								
NEWS			news 3 Today									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				Ī		
Week: 04/	-	04/14/13	S	1	\$600.00	0.00						
E 14 KSNV	04/14/1	3 04/14/13	Chris Matthews 9	:30AM <b>S</b> M	9:30a-10a	S	:30	1	\$600.003	0.00 NM	1	\$600.00
			Chris Matthews S	SUN 9:30am								
CM SH	OW											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 04/	08/13	04/14/13	S	1	\$600.00	0.00						
E 15 KSNV	04/14/1	3 04/14/13	Sa-Su Early New		5pm-630pm	S	:30	1	\$600.001	0.00 NM	1	\$600.00
			Sa-Su Early New	/S								
NEWS	_				_							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 04/		04/14/13	S	1	\$600.00	0.00						
E 16 KSNV	04/14/1	3 04/14/13	Vegas Inc.	CM	6:30-8pm	S	:30	1	\$400.001	0.00 NM	1	\$400.00
\/FCAC	LINIC		Vegas Inc.									
VEGAS	_	Ford Date	\\/	0	D-1-	Deller						
<u>Sta</u> Week: 04/	rt Date	End Date 04/14/13	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
				Flares ON4	*		-00		<b>\$4.000.004</b>	0.00.00.4		<b>#4 000 00</b>
E 17 KSNV	04/14/1	3 04/14/13	Sa-Su News 3 at		11pm-1135p	omS	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
NEWS			Sa-Su News 3 at	Lieven								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/	-	04/14/13	S	<u> </u>	\$1,300.00	0.00						
	- 57 . 0	,, .0			Ţ.,000.00							

Totals \$12,950.00